



Political Advertising in the United States

Erika Franklin Fowler, Michael M. Franz, Travis N. Ridout

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Political advertising is as important as ever—ad spending records are broken each election cycle, and the volume of ads aired continues to increase. *Political Advertising in the United States* is a comprehensive survey of the political advertising landscape today. The authors analyze the major trends in advertising in both presidential and congressional elections and the effect political ads have on voters—from the impact of today's regulatory environment on the sponsorship and content of political advertising, to how data analysis has allowed for more sophisticated targeting and how the rise of the Internet and social media has changed the distribution of ads.

The authors, co-directors of the Wesleyan Media Project, draw from the most up-to-date data on political advertising to illustrate and support their arguments. Written in an accessible and easy to understand manner, this is a book that will appeal to students, scholars and political practitioners.

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